

## ① PICKING A PROJECTOR

Different projectors do different things. Some are small and light weight, others are big, bright and powerful.

Choose carefully:

**PICO / MINI** → small, light, battery

powered, great for indoor use, or outdoor with no ambient light. Very small

throw, 50-600 Lumens, <1kg, SV=\$50-\$250.

**POCKET** → small, great for indoor/outdoor, AC Powered, use with little ambient light, small throw, 200-1400 Lumens, <2kg, SV=\$50-\$600.

**PORTABLE** → medium-sized, AC Powered, great for indoor/outdoor use with some ambient light, small throw, fairly versatile, 1000-3000 Lumens, 2-4kg, SV=\$100-\$800.

**LARGE VENUE** → large-sized, AC powered, brilliant for indoor/outdoor use with medium ambient light, medium/long throw, great versatility, 6-20kg, SV \$400-\$3000.

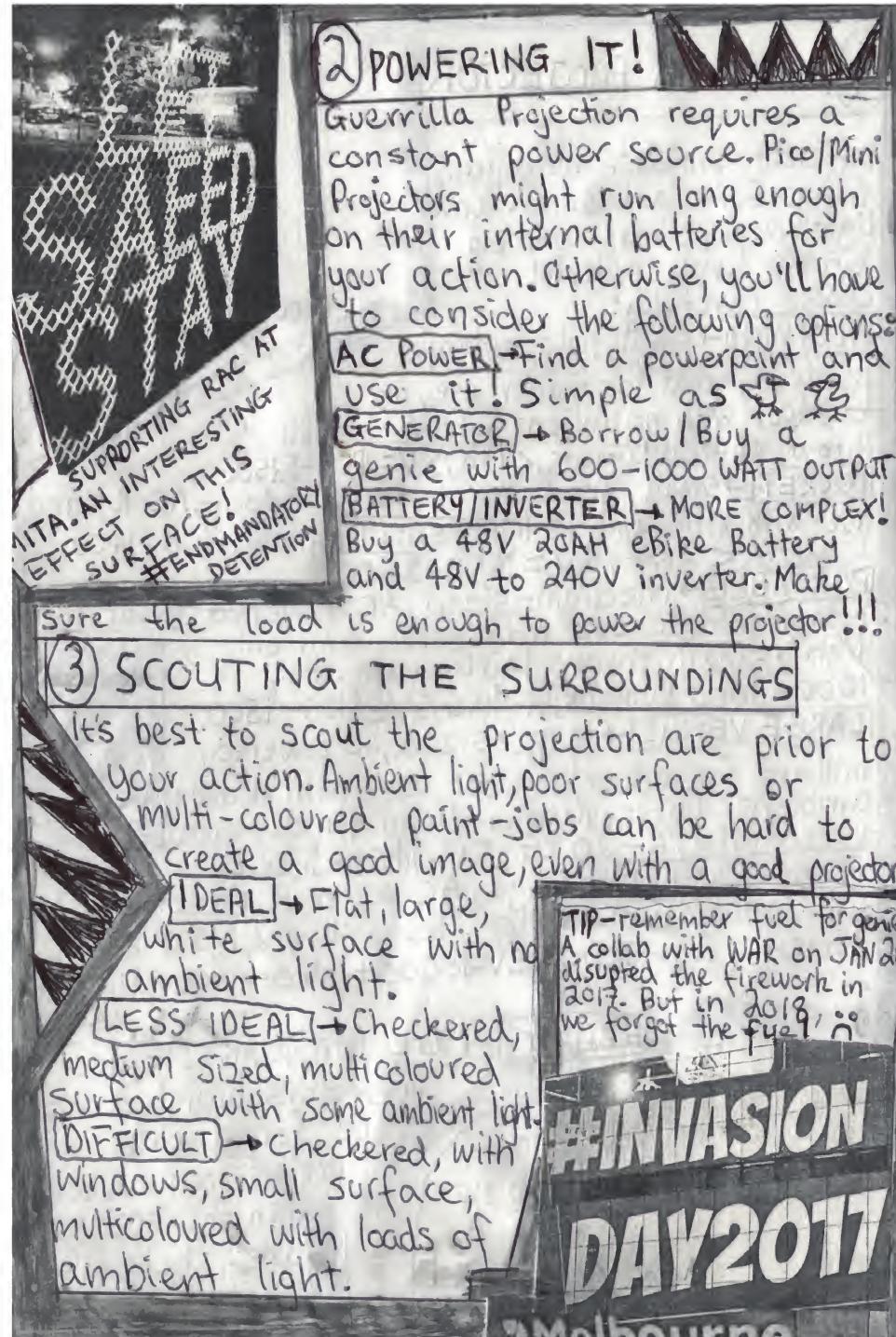
**HIGH POWERED** → huge, AC powered, phenomenal for indoor/outdoor use, long throw, 12000-200000 Lumens, 20-70kg, SV-\$5000+, hire-recommended!

A COLLAB WITH CLIMACTS  
PROJECTING ON TO  
ST PAULS  
CATHERDRAL

**BRANDS**

→ are IMPORTANT! If your projector's brand can't be found on [Projectorcentral.com](http://Projectorcentral.com), then the specs are likely false!

ARGH! THEY  
PROJECTED ME  
ON TO A  
TREE!



## ④ ACCESSORIES

Besides the projector and power source, you'll probably need some of the following:

**MEDIA DEVICE** → A laptop, smartphone, USB, SD Card (check projector accessibility!) to connect the content to the projector.

**HDMI/MHL/VGA** → Cord to connect to projector.

**CARRY CASE/TROLLEY** → To transport all the equipment. (Might be heavy!)

## ⑤ DESIGN CONTENT

Depending on your surroundings, you may need to consider

carefully the design of your content.

High contrast

Content is usually the safest bet!

**IDEAL** → White content on black background

or vice-versa. e.g. → **HELLO**

**LESS IDEAL** → Multicolours on black background

**DIFFICULT** → Multicolours everywhere!

you can't hide the truth  
you can't hide the truth  
you can't hide the truth:  
you can't hide the truth

Perfect Surface!  
At a slaughterhouse with MCS, a big white truck blocked activists from entering and provided a great projector surface! Activists then went under truck and got in to the slaughterhouse.

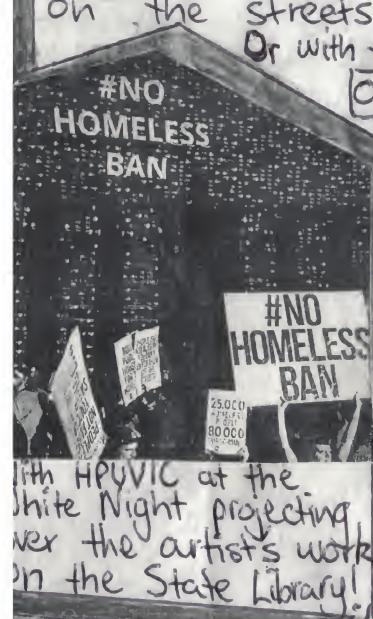
Projection for CARF had the 'pride' rainbow colours making for a difficult projection on the windowed exhibition building!.

## ⑥ PROJECTION STRATEGY

There's many ways the projection tactic can be used in a campaign:



**ONLINE/MEDIA STUNT** → If you pull off an action that's controversial, you can get ample social media reach and news coverage without anyone even seeing it on the streets. Just take the pics and run! Or with the changing algorithm: FB LIVE it!



**OUTREACH** → choosing to project on a night when there is ample people on the streets is a good way to spread your message. BYO Leaflets !!

**INVIGORATE AN ACTION** → projection at activist events is uncommon. Therefore, adding that creative element can make all the difference to a bunch of tired, hungry protesters.

**DISRUPT** → project in a capitalist conference, subvertize a billboard, you right the rule book!

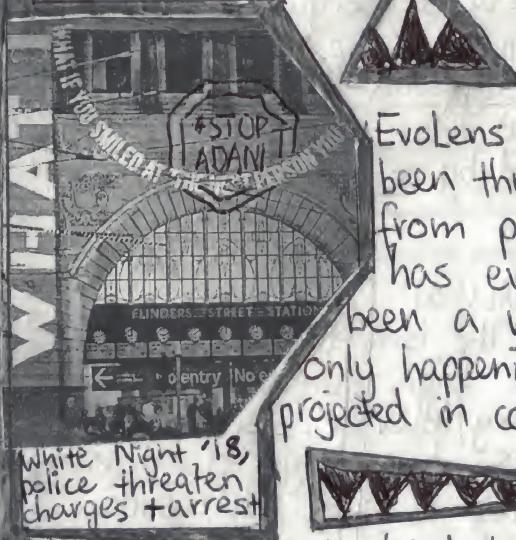


## ⑦ LEGALITY

To date, no-one has been charged for guerilla projecting. Even when Woolworths used projection advertising without permission on the ABC's building—the legal challenges were dismissed by the court.

PAPUA  
MERDEKA

Supporting West Papua Freedom, embassy security at Indones Embassy are aggressive and fired up. Decided to call it quits!



Evolens crew have previously been threatened with charges from police, though nothing has ever eventuated. This has been a very rare occurrence, only happening when we have projected in controversial situations.

Other charges, not related to guerrilla projection, rather to holding peaceful assembly should still be considered by projectionists. Security culture, police liaisons and activist welfare should still be considered when projecting.

Collab or with U.S Disarm projection or soldiers are aggressive and water police arrest.

NO TRUMP,  
NO USA,  
WARSHIPS GO  
AWAY

## 8) SCENARIOS

(using the Zine's "numbered steps")

Scenario A → disrupt mining conference.

① Use Pico/Mini as it's small and battery powered - easy to get into conference!

② It has an internal battery lasting 90 minutes - perfect!

③ We scout the forum a few

hours prior, finding white walls everywhere ☺

④ Our projector has USB input, no laptop needed - YAY

⑤ White letters, Black Background - taking no chances!

⑥ Disrupt! Media will be at Adani's speech - let's go there!

⑦ (Post-action) We get removed by security - no charges ☺

STOP  
CORRUPTION  
START  
COMMUNITY

IMARC CONFERENCE 2017 ☺

Scenario B → support MPS/ALV at Pig Slaughterhouse Vigil

① Large Venue Projector. The long throw will be necessary and the high lumens

② Generator or Battery/Inverter. Generator to be safe as it powers for longer duration.

③ MPS/ALV tell us there's a good white surface without ambient light - awesome!

④ Accessories - a laptop so activists can write their own content

⑤ MPS/ALV have sent through some good images and text to try

⑥ Invigorate the Action! It's a cold and long night ☺

⑦ Police presence is certain. Remain vigilant.

Slaughterhouse VIGIL 2017

ANIMAL LIBERATION

DOW